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NEWSPAPER

Advertising Age

August 3, 1992

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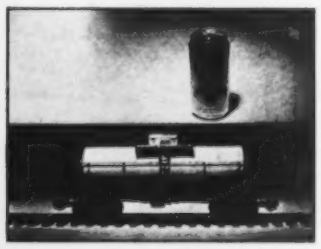
INSIDE



Playing hardball: Anheuser-Busch's Natural Light goes after Coors Light. **Page 3.**

Ad Review: Bob Garfield sings the praises of a new Lee jeans spot. **Page 30.**

Caution takes hold: Magazine publishers say they're not optimistic about ad pages in the fall and fourth-quarter issues. **Page 30.**

LAST MINUTE NEWS

Isuzu dumps Berlin voice

CITY OF INDUSTRY, Calif.—Isuzu signed actor John Corbett, who plays disc jockey/philosopher Chris Stevens on CBS' "Northern Exposure," to a voice-over contract. He replaces Andy Berlin, president of DDB Needham Worldwide's New York office and former managing director at Isuzu's agency, Goodby, Berlin & Silverstein, San Francisco. Mr. Corbett has "re-voiced" TV spots running during the Summer Olympics, in part to incorporate copy changes.

New deodorant coming

PRINCETON, N.J.—Arm & Hammer is working on a new deodorant with baking powder, industry executives said. Arm & Hammer denied it; the company marketed an aerosol form in the 1970s but pulled it off the market because of the chlorofluorocarbon issue. Partners & Shevack, New York, is the company's agency.

Nynex eyes consolidation

WHITE PLAINS, N.Y.—Nynex Corp. will decide this month

(Continued on Page 8)

WPP tries to dodge bullet

Fate of JWT, O&M is uncertain as Sorrell bargains to keep company afloat

By Laurel Wentz and Melanie Wells

The future ownership of Ogilvy & Mather Worldwide and J. Walter Thompson Co. hangs in limbo until Wednesday, even as Martin Sorrell may have averted his closest brush yet with WPP Group's liquidation.

WPP's banks negotiated into the weekend with Fidelity Investments, the group's largest shareholder, to persuade the Boston-based fund management group to vote in favor of a financial restructuring plan that will be submitted for approval at a critical shareholder meeting Aug. 5.

After hearing about Fidelity's objections to the restructuring plan for weeks, WPP Chief Executive Sorrell at press time expected Fidelity to pledge its support for the plan over the weekend.

It's crucial for WPP to win Fidelity's support because it owns 10.8% of WPP's preference shares. WPP needs to win approval from 75% of all preference shares voted for the restructuring measure to pass.

If the plan isn't approved, the creditor banks could put WPP into receivership.

Under one plan devised by WPP's banks in case of a negative vote Aug. 5, the operating companies—including O&M and JWT—would be taken over by the banks within 24 hours. Those companies would continue to be run as a group owned entirely by the banks, leaving the WPP holding company to be liquidated.

If that happens, the banks have indicated, they would put the company in receivership and summon Price Waterhouse to act as receivers. Under the plan, the banks would end up with the operating companies, which would eventually be refloated on London's stock exchange.

It's unclear how such a move would affect Mr. Sorrell.

In liquidation proceedings, "WPP would be a bystander to its own dismemberment, and the

(Continued on Page 28)

Nike, Reebok staging their own Olympic battle

Shoe rivals' media buyers fight for ad slots

By Joe Mandese

While the battle between top shoe marketers Nike and Reebok International is raging at the Summer Olympics, an equally intense struggle is taking place in the U.S. between the companies' media buying services.

Nike's SFM Media and Reebok's DeWitt Media, both New York, are engaged in a game of tactical one-upmanship involving media buys for their respective clients' TV campaigns.

It began two years ago when Reebok, at the last minute, wrested from Nike an exclusive buy on NBC's network coverage of the Summer Olympics in Barcelona.

Nike was close to securing an exclusive deal with NBC to support its sponsorship of the U.S. Olympic basketball team, which has six players under contract as Nike endorsers.

But at the last minute, Reebok exercised an option to renew its incumbent position as the exclusive category sponsor of NBC's 1988 Olympics coverage.

To counter Reebok's Olympic exclusivity, SFM secured exclusivities of spot TV coverage of the Summer Olympics on NBC's owned & operated stations in New York, Los Angeles, Chicago, Wahington and Denver.

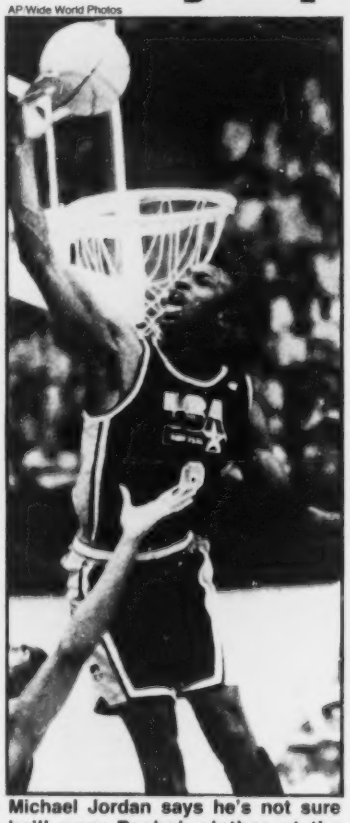
Reebok, which paid about $12 million for its network exclusivity, got about 60 spots as part of its NBC Olympic package. But Nike got more time than that on the NBC stations. In New York, for example, Nike had garnered a total of 144 spots on WNBC, NBC's flagship station.

The move threatened to overshadow Reebok's Olympic presence in major TV markets, an untenable condition for the marketer given the media budget it had shelled out and its commitment to the Olympic-themed "Dan & Dave" campaign.

But while Reebok was shut out of national spot TV inventory in

(Continued on Page 28)

AP/Wide World Photos



Michael Jordan says he's not sure he'll wear Reebok clothes at the Olympics because he's under contract to Nike.

Endorsements cause dilemma for Dream Team

By Gary Levin

The sneaker wars took center stage at the Summer Olympics in Barcelona last week when the big news surrounding the U.S. basketball team wasn't about athletic achievement but conflicting endorsement deals.

The battle squarely pitted Nike against Reebok International in a controversy that served to acutely illustrate the pitfalls of allowing high-profile professional athletes to compete in the Olympics.

It's also put several players on the U.S. Olympic Dream Team on a collision course with the U.S. Olympic Committee.

Superstar Michael Jordan, one of six members of the Dream Team who both pitch and wear Nike products, has been asked by the USOC to wear archrival Reebok's gear when his team accepts an almost guaranteed medal at the conclusion of the Olympic basketball tournament on Aug. 8.

Mr. Jordan last week strongly hinted he won't wear Reebok apparel, even for a few minutes at the medal ceremony, because of his lucrative and longstanding relationship with Nike.

"It's like saying you're going to pick someone over your father. I won't do that," he reportedly said.

The Chicago Bulls star, who collected an Olympic gold medal in 1984, said he won't make a final decision until after the U.S. team wins a medal, but some of his teammates reportedly have

(Continued on Page 28)

FTC green guidelines may spark ad efforts

By Steven W. Colford

WASHINGTON—Consumer products marketers predict there will be a surge in environmental marketing claims now that the Federal Trade Commission has issued a long-awaited set of guidelines.

The FTC's action last week came almost a year after nearly 30 business, consumer and environmental groups asked for federal guidance to help them through a state and federal regulatory mine field. That mine field prompted many consumer products companies to put their environmental claims on hold.

The voluntary guidelines offer no precise definitions of environmental terms to marketers. Instead, they lay out a broad set of parameters that, if adhered to, would likely leave marketers free from federal regulatory actions.

The states aren't bound by the guidelines. But the public praise heaped on the FTC by state Attorneys General Hubert H. "Skip" Humphrey III of Minnesota and Charles Burson of Tennessee feeds marketer hopes that the states will defer to the federal guidelines when contemplating legal actions.

Without the FTC's guidance, marketers argued, they were at the regulatory whim of both federal and state enforcement agencies that often acted inconsistently.

"Marketers have continued to reduce the amount of paper they use or change the product," said Bob Viney, VP-marketing at Church & Dwight Co. "Only the claims had stopped. Now, I think that will change."

"This was something the FTC simply had to do," said Juanita

(Continued on Page 29)

NEWS SUMMARY

■ **Environmental** marketing claims are expected to grow again now that FTC has issued new guidelines. 1

■ **Natural Light** TV spot from Anheuser-Busch claims Coors Light adds "local water" in eastern markets. 3

■ **Cooler drinks** made with distilled spirits or malt rather than wine are reviving that market. 3

■ **R.J. Reynolds Tobacco Co.** is canceling the bulk of its fourth-quarter media ad commitments. 3

■ **Johnson & Johnson's** consumer products group, under a new chairman, might make some agency changes. 4

■ **Vice President Quayle** was urged to quit the GOP ticket in a *Washington Post* ad paid for by a Florida auto dealer. 4

■ **Alan Barzman** is leaving Bert & Barz & Co., a major producer of radio commercials, to set up his own company. 5

■ **A rotating-sign** company has a new system that can integrate sponsorship with the action at sports arenas. 5

■ **Butter substitutes** Move Over Butter and Promise Ultra are planned by Nabisco and Van den Bergh Foods. 5

■ **Levi's and Lee jeans** are expanding their ad budgets for new lines aimed at aging baby boomers. 9

■ **Anheuser-Busch's** move taking media buying in-house hasn't been as successful as planned, some say. 12

■ **SMA infant formula's** claim, "closest to mother's milk," should be modified, the National Advertising Division said. 13

■ **'Melrose Place,'** the hot new Fox network show, rated first among the four networks for two of the first three Wednesday nights it aired, and is attracting more advertisers. 21

■ **IBM** may give its Personal Systems Division autonomy to better compete in the personal computer market. 27

■ **Magazine publishers** still voice concern despite a relatively good first half, with ad pages up 1.6%. 30

COMPANY INDEX

The following marketers, media and ad agencies received significant mentions in this issue of *Advertising Age*. (This list excludes Last Minute News, For the Record and other news briefs.)

Alfa Romeo 30
Anheuser-Busch 3, 12
Aramis 17
Elizabeth Arden Co. 17
Bacardi Imports 3
Bert & Barz & Co. 5
Borden 23
Brown-Forman Beverage Co. 3
Cadwell Davis Partners 4
Conquest Europe 30
Coors Brewing Co. 3
D'Arcy Masius Benton & Bowles 12
DeWitt Media 1
Christian Dior Perfumes 17
Dorna USA 5
E! Entertainment Network 29
Fallon McElligott 30
FCB/Leber Katz Partners 4
Fox Broadcasting Co. 21, 29
E&J Gallo Winery 26
Heublein 3
IBM Corp. 27
Johnson & Johnson 4
Donna Karan Beauty 17
KQED Inc. 25
Kraft USA 5
Lee Co. 9, 30
Lintas 4, 27
McCann-Erickson Worldwide 4
MultiVision 5
Nabisco Foods Co. 5
NBC 1
Nike 1
Ogilvy & Mather Worldwide 1
Parke-Davis 18
George Patterson Pty. 25
Reebok International 1
R.J. Reynolds Tobacco Co. 3
Rollerblade Inc. 25
Saatchi & Saatchi Advertising 4
Seagram Beverage Co. 3, 26
SFM Media 1
Spectacolor Inc. 5
Levi Strauss & Co. 9
Sudler & Hennessey 18
J. Walter Thompson Co. 1
Unilever 5
United Artists Theatre Circuit 29
WPP Group 1
Young & Rubicam 4

DEPARTMENTS

Ad Review 30
James Brady 16
Brady's Bunch 25
Classifieds 22
Con-Sid-erations 14
Rance Crain 16
Creativity (available on request) ..... after 16
Editorials 14
For the Record 27
Forum 15
Letters 15
MediaWorks 21
New Products 23
People Moving 25
Photo Review 24
Sales Promotion News 17
Special Report: Health Marketing 18
The Next Trend 16

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Dems take their turn rapping rivals' ad effort

GOP accused of misusing funds from primaries

By Steven W. Colford and Joe Mandese

The Democratic National Committee is trying to pull the rug out from under the initial Bush-Quayle ad blitz that broke last week.

The Democrats contend the ad campaign uses money left over from the primaries. Using those funds for general campaign purposes violates the Federal Elections Campaign Act, the DNC said in a complaint to the Federal Election Commission.

POLITICS ★★★★

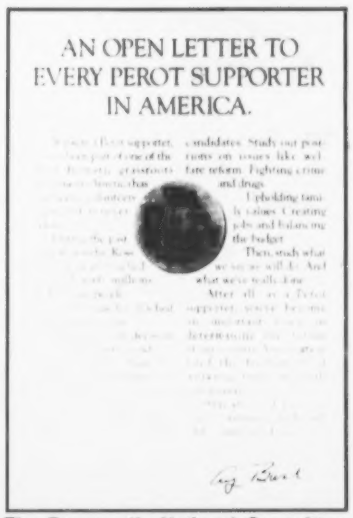
The DNC asked the commission to order the Republican team to deduct the amount spent on the ads from the $55.2 million in federal funds President Bush will get for the general campaign, and to return the balance to the U.S. Treasury or give it to charity. It also asked for an injunction to prevent future ads—including network and cable TV spots breaking today—from appearing.

Car dealer asks Quayle to step down—Page 4.

The spending on the ads is estimated to be at least $1 million; at the end of June, the campaign had about $7 million to $8 million remaining in primary funds.

The ads in question—a page ad appeal to Ross Perot supporters that appeared last week in *USA Today* and other dailies, and the TV spots—were created by the November Co., the New York-based ad team composed mostly of Madison Avenue agency executives.

The election commission acknowledged it had received the complaint but wouldn't comment further. Tony Mitchell, Bush-Quayle campaign deputy press secretary, said the complaint had "no foundation. We are expending funds that comply with the spirit and letter of the FEC regulations."


AN OPEN LETTER TO EVERY PEROT SUPPORTER IN AMERICA.

The Democratic National Committee contends this Bush-Quayle ad violated election regulations.

But there certainly appeared to be a margin for uncertainty. Under FEC rules, the primary season extends until the formal nomination, which for President Bush will occur Aug. 20. But the rules also stipulate that primary campaign funds must be spent for the "campaign for nomination."

Because of the amount of time needed for an FEC ruling, it was considered unlikely the Bush-Quayle campaign would have to yank the TV spots. But the loss of even a few dollars from general election funds would be a blow for the campaign as it heads toward a November showdown against the Democratic team of Arkansas Gov. Bill Clinton and Tennessee Sen. Al Gore.

The National Republican Congressional Committee last week asked each of the Big 3 networks for schedules of 30-second TV spots in a variety of dayparts, including prime time, daytime, sports and late night. The requests, from Mike Murphy Media, Washington, were for 1,000 gross rating points on each of the Big 3 between mid-October and Nov. 2, the day before the election.

Brad Mont, media buyer at Murphy, told networks the spots would be for generic Republican issues, not promoting a specific candidate.

"It will probably be something like a 'Republicans good, Democrats bad' message," a network executive said. "But they may make some reference to Bush."

CBS estimated the cost of the requested schedule at $7.7 million and NBC at about $7.8 million. Specific information about ABC's schedule pricing wasn't available at press time.

Meanwhile, McCaffrey & McCall, New York, the Democratic ticket's media buyer, placed requests with ABC and CBS for prime-time schedules for an undetermined number of 30-second commercials in the second half of August. CBS estimated the cost of a schedule of such prime-time shows as "60 Minutes," "Northern Exposure" and "Evening Shade" at $643,300.

The DNC complaint is only the latest example of the "stick it in your ear" attitude that both parties are displaying in this closely contested presidential race.

The Republican National Committee several weeks ago complained to the FEC that Gov. Clinton illegally used about $400,000 in DNC funds to pay for a June 12 half-hour TV program that solicited funds via a toll-free number. That complaint is still pending. □

MPA, BPA ponder tying the knot

Some in smaller, trade magazine group may oppose move

By Scott Donaton

NEW YORK—The magazine industry's two largest trade associations are discussing a possible merger that could reduce costs and strengthen the voices of both groups.

Executives at the Magazine Publishers of America, which represents consumer magazines, and American Business Press, which represents business and trade publications, met last month as part of ongoing merger discussions.

Those familiar with the talks said no announcement is imminent, but a combination of the two groups is still being actively explored and could happen in the next 18 months.

"It is a subject of mutual interest. Long term, I think it's an evolutionary thing that you might see," said an executive close to the talks. "It's not something that's going to happen overnight. It would have to be understood and embraced by many publishers."

ABP President John Emery said the two groups are "talking about ways to work together to do things better" but declined comment on whether a merger is being considered.

MPA President Donald Kummerfeld was traveling and couldn't be reached for comment.

A merger of the trade groups would face a number of formidable hurdles, including likely opposition from some ABP members concerned about being dwarfed by their larger counterparts.

Most ABP member magazines have significantly lower circulation bases than their MPA counterparts, which include such mass-market titles as the 16.3 million circulation *Reader's Digest*. MPA's smaller members formed the Smaller Magazines Advisory Council within the association last year to focus on their concerns.

"The basic conflicts that will arise in a merger are the conflicts that exist between big and small relative to postal matters and other governmental matters," said Joel Novak, president of ABP member *Electronic News*. "How those would be resolved within one omnibus organization, I don't know."

But the executive close to the merger discussions said the groups' members "have more similarities than differences," particularly in government affairs, advertising and marketing.

The executive said a merger would reduce overhead costs, strengthen lobbying efforts and could result in lower dues for members.

ABP's membership includes more than 100 publishing companies representing more than 700 titles; MPA has more than 200 corporate members representing some 800 magazines.

A number of publishing companies belong to both groups, including Cahners Publishing Co. and Crain Communications Inc., publisher of *Advertising Age*. □

'Melrose Place' is the hot spot for summer ads

By Joe Mandese

This summer, Fox Broadcasting Co. has moved from fourth place to "Melrose Place." And in Nielsen's book, that equals first place on Wednesday nights.

Nielsen Media Research numbers show Fox placed first among the four networks for two of the first three Wednesday nights "Melrose Place" aired.

The show has been so successful that many advertisers are using it as a showcase to break new campaigns.

"Melrose Place" has found a good home on Wednesday nights on Fox.

Nike switched the debut of a new 60-second spot, featuring pro basketball's Charles Barkley to the July 8 premiere of "Melrose Place" from CBS' July 14 coverage of Major League Baseball's All-Star Game.

"The game plan was to run it in the All-Star Game, but we ran it in 'Melrose Place' because the program was there and the target was right," said Robert Perlstein, exec VP-network programming at SFM Media, New York, Nike's media buyer.

Other advertisers, including Reebok International and Parfums De Coeur, have also used "Melrose" to premiere new creative, and still more are lining up for the show's few remaining commercial units.

To date, the show also has attracted heavy multiple-unit buys from advertisers including Nike, Little Caesars Pizza, Parfums De Coeur and Dr Pepper Co.

"We don't debut our new stuff until October, so we've used it purely as an opportunistic media buy, but we're very excited about it because normally, at this time of the year, you're looking at either a lot of reruns or the Olympics," said John Clarke, senior VP-marketing at Dr Pepper.

The buy was "a no-brainer" for Steve Auerbach, exec VP-national broadcast at DeWitt Media, which handles media buying for Parfums De Coeur and Reebok.

"We knew Fox was going to hype the show," he said. "We knew there wasn't that much original programming on during the summer. And we knew it was a spinoff of what was probably the most successful third-quarter show on the air: 'Beverly Hills, 90210.' "

The question for many TV buyers is whether the show will be the place to be this fall, on one of the most competitive nights of first-run programming ever assembled.

"Wednesdays 9 p.m to 10 p.m. [ET] this fall will be the most difficult time period in all of television," said Paul Schulman, president of Paul Schulman Co., a division of Advanswers, the media buying subsidiary of Wells Rich Greene BDDP.

During that time slot, NBC will air "Seinfeld," ABC will run "Home Improvement" and CBS will have "In the Heat of the Night"; all are top-rated shows. Despite the stiff competition, Mr. Schulman predicted "Melrose" will hold its own, though its share may fall.

For network advertisers that took a gamble buying the new show without seeing a pilot, that's good news.

At a cost of about $150,000 per :30, "Melrose Place" is getting 15% to 20% more than Fox's average prime-time unit, but still significantly less than other hit shows.

"The great news is that we have an early-on position with Fox on 'Melrose,' and we hope to continue that if it does well . . . if it continues to grow, we are the luckiest people in the business," said Dr Pepper's Mr. Clarke. □

COVER STORY

Democrats win Cover Story

By Janice Kelly

Cover Story is a monthly ranking of celebrities' popularity as reflected by their appearance on the covers of more than 30 of the nation's leading publications.

The votes are in, and the Democratic dream team of Arkansas Gov. **Bill Clinton** and Tennessee Sen. **Al Gore** beat all other Cover Story contenders for July with 16 points.

Magazine editors pumped up their coverage of the Democratic presidential ticket along with the party's convention in New York last month. Others analyzed what the Southern baby boomers must do to sway former supporters of Texas billionaire **Ross Perot**, who decided not to run as an independent after all. Mr. Perot finished fourth with 8 points.

The Cover Story survey assigns point values to cover appearances based on factors such as prominence of the photo and frequency of the publication.

Second place, with 10 points, went to Gov. Clinton himself, as newsweeklies and entertainment magazines shifted their attention from the gossip surrounding the candidate to profiles of his life and political track record. In *People*, he talked about parenthood, love and his childhood.

His wife, **Hillary Clinton**, earned 6 points and a fifth-place tie for interviews on politics and privacy and what role she would play as the first lady.

Diana, Princess of Wales, finished third with 9 points. Entertainment weeklies and supermarket tabloids continued to write about problems surrounding her marriage and reported suicide attempts.

Tied with Ms. Clinton were **Geena Davis** and **Joan Lunden.** Ms. Davis received coverage for her film "A League of Their Own," while Ms. Lunden talked about marriage, divorce and being a single parent.

Bruce Springsteen was eighth with 5 points for coverage of his first U.S. concert tour in five years.

Finishing ninth with 4 points each were **Tina Brown**, incoming editor of *The New Yorker*, as well as **Eddie Murphy, Elvis Presley, Elizabeth Taylor, Delta Burke, Prince Charles** and **Oprah Winfrey.** □

Bill Clinton and Al Gore, the Democrats' hope for the White House, were magazine cover darlings in July.

MEDIA MIX

News briefs on print, electronic and alternative media.

Gannettworking. Gannett Co.'s Gannettwork cross-media unit plans a newspaper and outdoor promotion in Denver, Detroit and Miami for Kellogg's Corn Flakes. The promotion, involving Gannett and non-Gannett media properties, breaks later this month.

Absolut *Advocate*. Carillon Importers' Absolut vodka is sponsoring a 16-page ad section in the 25th anniversary of *The Advocate* Oct. 6. The gay and lesbian magazine said Absolut becomes the first major U.S. marketer to "clearly and openly" create ads specifically for the gay market. The "Absolut Symbols" section, produced by the magazine, will feature 12 artists' depictions of Absolut and symbols of gay and lesbian life. TBWA, New York, handles Absolut.

Grupo makes big buy. Grupo Televisa, Mexico City, Mexico's largest media company, is buying the Latin American and U.S. businesses of America Publishing Group for $130 million. Grupo will get 80 titles including consumer magazines, romance novels, comics and special interest books. Major publications include *Vanidades* and *Muy Interesante*, as well as titles published under license such as *Cosmopolitan* and *Marie Claire*.

Primed for action. Prime Time Network is the new name of the Television Consortium, a fledgling network of independent stations with programming by Warner Bros. Domestic Television Distribution. The service will introduce four original prime-time programs in January.

Rock the vote. AT&T Co. has signed on as a sponsor of the teen political awareness campaign "Choose or Lose" on MTV: Music Television. The program has included primary coverage, candidate profiles and interviews with political experts.

Future votes. *Newsweek* will publish an election guide for kids 7 to 12 years old as part of its Sept. 28 issue. The guide will include information about what the candidates were like as kids and education on the political process. Additional copies will be distributed through the *Newsweek* Classroom Program.

S marks the spot. USA Network, following the March acquisition of the Sci-Fi Channel, has changed its name to USA Networks. USA, cable's top-rated network, originated as Madison Square Garden Sports Network in 1977 and adopted broad-based programming in 1980.

Mas will go monthly in September, thanks to circulation and revenue gains this year.

More *Mas*. *Mas*, Univision Publications' flagship title, will increase its frequency to monthly from every other monthly starting in September. The change is in response to gains in circulation and revenue so far this year. *Mas* also plans to raise its rate base in January by 5% to 630,000. The cost of a b&w page will increase 6% to $18,000, while a color page will go up 8% to $22,050.

A birthday makeover. *Spotlight*, a monthly serving 500,000 suburban readers in the New York City area, will celebrate its 15th birthday with a revamping. More in-depth features on cutting-edge issues and a new look are part of the changes. The publisher, Meadow Publications, this year launched *Lifestyle/USA*, a Japanese-language magazine about living in America.

Anniversary projects. Hearst Magazines' *Esquire* is considering a number of special projects to mark its 60th anniversary next year, including a men's fashion magazine that could be published as a supplement or special issue. The projects are being developed by Editor in Chief Terry McDonell and Woody Hochswender, who joined *Esquire* as senior editor last week from fashion columnist for *The New York Times*.

Ole TV. An upscale Spanish-language cable network, Ole TV Network, is to be launched via satellite to 35 markets in the U.S., Puerto Rico and Central America next month. The ad-supported Miami-based network plans educational, cultural and entertainment programming 24 hours a day to a potential 25 million Hispanics. □

Joe Mandese coordinates MediaWorks.

MEDIA WORKS

TRACKING SHARES

Prime-time summer TV series

Network	Program	Episodes	Rating	Share
ABC	"Jack's Place"	6	11.2	20
	"Human Target"	1	7.2	13
	"Julie"	5	3.6	8
	"On the Air"	8	3.2	8
CBS	"Raven"	4	10.9	20
	"Bodies of Evidence"	5	10.3	19
	"Grapevine"	5	10.1	17
	"Howie"	4	6.5	13
NBC	"Home Fires"	4	5.7	14
Fox	"Melrose Place"	3	10.6	19
	"Down the Shore"	6	7.3	13
	"Rachel Gunn, R.N."	5	5.1	15
	"Bill & Ted's Excellent Adventures"	5	2.7	10

Source: Nielsen Media Research